from Pong to Pokémon and beyond . . .

the ULTIMATE HISTORY of VIDEO GAMES

the story behind the craze that touched our lives and changed the world

Steven L. Kent

Foreword by Peter Molyneux, designer of *Populous* and *Black & White*

Inside the Games You Grew Up with but Never Forgot

With all the whiz, bang, pop, and shimmer of a glowing arcade, *The Ultimate History of Video Games* reveals everything you ever wanted to know and more about the unforgettable games that changed the world, the visionaries who made them, and the fanatics who played them. From the arcade to television and from the PC to the handheld device, video games have entranced kids at heart for nearly 30 years. And author and gaming historian Steven L. Kent has been there to record the craze from the very beginning.

The engrossing book tells the incredible tale of how this backroom novelty transformed into a cultural phenomenon. Through meticulous research and personal interviews with hundreds of industry luminaries, you'll read firsthand accounts of how yesterday's games like *Space Invaders*, *Centipede*, and *Pac-Man* helped create an arcade culture that defined a generation, and how today's empires like Sony, Nintendo, and Electronic Arts have galvanized a multibillion-dollar industry and a new generation of gamers. Inside, you'll discover:

- **The video game that saved Nintendo from bankruptcy**
- **The serendipitous story of Pac-Man's design**
- **The misstep that helped topple Atari's $2 billion-a-year empire**
- **The coin shortage caused by *Space Invaders***
- **The fascinating reasons behind the rise, fall, and rebirth of Sega**
- **And much more!**

Entertaining, addictive, and as mesmerizing as the games it chronicles, this book is a must-have for anyone who's ever touched a joystick.

"A major triumph."
—*Next Generation Magazine*

"If anyone knows game history, it's Steve Kent."
—Dave Theurer, creator of *Tempest*, *I*Robot*, and *Missile Command*

"This is the best video game history book I've ever come across."
—John Romero, founder of Ion Storm

"For industry insiders and game players alike, this book is a must-have."
—Mark Turmell, designer for Midway Games and creator of *NBA Jam*, *NFL Blitz*, and *Wrestlemania*

"A compelling journey through the evolution of the video game industry."
—Minoru Arakawa, president of Nintendo

"This book is from the horse's mouth. Finally, the game designers speak out in all their wisdom and stupidity."
—Eugene Jarvis, creator of *Defender* and *Robotron 2084*

Steven L. Kent, a lifelong gamer since the debut of *Pong*, writes weekly columns about electronic entertainment for the *Los Angeles Times* syndicate, MSNBC, and the *Japan Times*. His articles have appeared in *USA Today*, *Rolling Stone*, *RePlay*, *Wired*, *Next Generation*, and numerous other publications. Mr. Kent has also appeared on CNN, the *CBS Morning Show*, and the *NBC Nightly News*. He lives with his wife and two children in Bothell, Washington.

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